



Insite Digital launches www.indiavoting.com

Indiavoting.com to use edutainment to woo Indian voters

Cartoons, quiz, games and magic shows for voter awareness

Mumbai, March 24, 2009: Insite Digital has launched www.indiavoting.com, India's first edutainment site on Indian politics, with current focus on General Elections 2009. Insite Digital is a next generation media company that seeks to create niche internet media platforms catering to diverse audiences.

"Internet audiences are hungry for highly interactive visual-led content and social networking opportunities. Indiavoting.com offers **Democracy**- a treasure trove for young adults and senior citizens alike in its range of edutainment content, freshly created for General Elections 2009. In addition, we provide **ChopalTalkies**-a social networking window for voters to align or disagree with various groups on the internet in line with their political ideologies", said Amit Tripathi, Managing Director Insite Digital.

"The current delimitation of the constituencies has led to a scenario where the Net surfing population forms a significant part of the electorate in more than 100 constituencies. We intend to attract more than a million voters from these constituencies", added Mr Tripathi.

Indiavoting.com plans to launch a unique voter-outreach program with multiple vans branded **VoteYatra** that will use cartoons, spot quizzes, magic shows and mobile info displays for voter awareness. **Vote Yatra** aims to reach over a million voters in more than 100 constituencies during its 15,000 km journey across India.

Indiavoting.com will offer more than 2,000 political cartoons specially created around General Elections 2009, 100 crosswords, 3, 000 quiz questions and a host of multimedia games that don't just entertain but also help increase general awareness on Indian politics.

IndiaVoting has launched **Politicking** - the age old game of Snakes and Ladders, now adapted to General Elections 2009. IndiaVoting.com plans to launch nine more games in April.

IndiaVoting.com has also created a strong Social Networking window, **ChopalTalkies**, which presents an opportunity for voters to interact with or join over 100 prominent Social Networking Groups on the Internet with different Political ideologies or supporting social causes of relevance to General Elections 2009. Indiavoting.com also has an aggressive marketing strategy on popular social networking sites like Facebook, Orkut, Myspace, etc.

For further information, please contact:

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